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By Charles Quinton

Answer to 'Big Ben' Question In Contest Brings Suit Here

By CHARLES QUINTON

A lawsuit to have a Chattanooga named official winner of a \$25,000 cigarette company contest was filed Monday in federal court here.

Peter J. Rogers, of 143 Blackwell Dr., East Ridge, filed the suit against Philip Morris Inc., contending that his was the only correct answer to one

of six questions in a Parliament cigarette sweepstakes contest.

According to Rogers' complaint, the contest consisted of six questions to be answered by contestants to become eligible for the \$25,000 grand prize.

Following each of the six questions were three possible answers, but the contestants, according to Rogers' statement, were not restricted to picking one of the three suggested answers.

Rogers' suit is based on the first of the six questions. The contest form showed a picture of the clock tower of the Houses of Parliament and contestants were required to answer the question, "Many Londoners set their watches by this clock."

The suggested answers were, Big Al, Big Daddy, and Big Ben.

Rogers, a native of England, contends that all three answers are incorrect. On his entry form he noted that none of the suggested answers were correct and identified the tower shown in the photograph as "Clock Tower of the Houses of Parliament," adding that Big Ben is a bell inside the tower.

Rogers has charged that the \$25,000 grand prize was awarded to an entrant who did not correctly answer the first question and was therefore ineligible to receive the prize. He charged the cigarette firm had "abused its discretion" in permitting an incorrect entry to win.

James C. Lee, Chattanooga attorney who filed the case, said Philip Morris Inc. had refused to reveal the identity of the actual winner.

Lee said the suit was not filed on the basis of a law violation, but on the proposition that if "a contest is to be held, it should be a fair one."

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Marlboro cigarettes are running a six-day-a-week campaign through September on the station. Campbell Bounty Coaching Sauce hits the air on WWSW in August, while the Royal Geletin campaign continues into August with a saturation spot schedule. Maxim freeze dried coffee is a summer advertiser.

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